



State of Vermont
Department of Buildings & General Services

Government Business Services Division

VT Information Centers, Fleet Management,
Surplus Property, Postal & Print
134 State Street, Montpelier, VT 05633-2201

MEMORANDUM

TO: Brochure Program Customers
FROM: Edward B. von Turkovich, Director
DATE: March 5, 2010
SUBJECT: 2010-2011 Brochure Registration Form

Enclosed you will find the 2010/2011 brochure registration form for rack space in the State of Vermont Welcome and Information Centers for the next registration cycle – May 1, 2010 thru April 30, 2011.

As we approach the 2010 brochure registration season, it is important you know that we continue to be extremely sensitive to the difficult economic times the State of Vermont is experiencing and remain strongly committed to the support of our tourism industry. Every day our staff is working hard at each of our visitor centers to provide the best service possible to our visitors, and to you our stakeholders. This year's rate structure takes into consideration the closing of four visitor centers and the reduction of operating hours. We recognize the financial hardships many of you are facing and will be controlling our costs to avoid any rate increase this year.

While this is the fourth year in a row we have not increased our rates, there are other ways you can save on what you pay for brochure placement. Because the registration form is formula driven it provides unique flexibility for strategic placement of your materials by geographic location and seasonality, and more important, puts you in control of where and how much to spend. Nonetheless, we recognize its complexity and encourage you to call for assistance in filling it out if needed. Cindy Roberts is committed to working with you to do all she can to provide you with the lowest rate possible.

Please take note in planning your brochure placement that our **Hartford Visitor Center on I91 Southbound is scheduled to be closed this June**. This center will be rebuilt during the following 10 months and is scheduled to open again in March of 2011 with a theme that celebrates the railroad history of our state so important to the Upper Valley. There will be no charge for brochures placed in Hartford during this shoulder period between May and the time the center closes for construction.

As we approach another brochure season, I want to remind you of how important these publications are to our visitors. This past year we again distributed over 6.0 million brochures and publications through our centers. We know that visitors appreciate having such easy access to your brochures and publications, because we watch them linger at our brochure racks while visiting our centers. Oftentimes they will ask us for specific brochures to use as a reference on their way through the state or to take home for planning their next visit. Having your printed material available in our centers continues to be a very powerful marketing tool for you to use in reaching our travelers. Cindy and her staff are committed to the success of this program and providing you with the highest level of customer service. Please direct all program questions to Cindy Roberts at the Fair Haven Welcome Center either by her direct phone line (802-265-2210), or e-mail (cindy.roberts@state.vt.us). She and the Fair Haven staff will be more than happy to provide any advice or assist you with questions at any time. You may also go on line and view or print a registration form from the VICD website at the following link:

http://bgs.vermont.gov/information_centers/forms I also encourage you to contact me directly with any suggestions on how we can better promote our State's attractions and businesses from our network of visitor centers. I can be reached at 802-828-3648.

PS: ADDITIONAL MARKETING TOOLS AT YOUR FINGERTIPS

When thinking about the power your brochure has in the market place, don't forget to take advantage of the services also provided by:

PP&D Brochure Distribution

Bill Orleans, www.ppdbrochure.com; info@ppdbrochure.com;
802-862-4366.

CTM Brochure Display

Angela Hearne, www.ctmbd.com; ahearne@ctmbd.com;
802-875-6161.

Both of these professional distribution companies also reach a significant share of visitors through their strategic placement of brochures at choice locations across the state.

I also encourage you to look at and consider taking advantage of becoming part of the **Windows on Vermont** virtual brochure concept hosted by

Brant Dinkins and the Information Gallery

<http://www.blumap.com/sales/Pages/windows-what-you-get.html>;
travel@blumap.com;
802-434-4569.

FAIR HAVEN WELCOME CENTER
PO Box 186
Fair Haven, VT 05743
Information Center Division
Brochure Direct Line: 802-265-2210,
or cindy.roberts@state.vt.us
Fax 802-265-2136
Secondary contacts:
Tel. 802-265-4763
Email: fw.center@state.vt.us

OPTION! AUTOMATIC “SIGN ME BACK UP”

If you have been registered with us for one year or more, you have the option of signing off on this page and we will automatically re-register you for another year. Just check the line below that applies to you.

_____ Yes, I want you to sign me back up and repeat exactly what I did last year. I understand I will be billed for this at the same rate as last year (2009/2010) and it must be paid before distribution begins.

_____ Yes, I want you to sign me back up with the following additions/deletions: _____

Brochure Title: _____ Previous Reg. # _____

Business Name: _____

Contact: _____

Street Address: _____

Mailing Address (if different): _____

City: _____ State: _____ Zip: _____

Business Tel.: _____ Fax: _____

E-mail: _____

Web Site: _____

Signature

Date

Return completed and signed form with one copy of your brochure to:
FAIR HAVEN WELCOME CENTER, PO BOX 186, FAIR HAVEN, VT 05743.
Note: We recommend making a copy for your records.

Information Center Division

Brochure Guidelines for Vermont Welcome and Information Centers

The following criteria shall apply in selection of publications to be displayed:

Publication Standards

Printed materials must help promote Vermont's tourism business and furnish pertinent information about destinations, attractions, activities, events or points of interest open to the general public.

Brochures shall be professionally type set, error free, and contain proper grammar. Brochures shall be printed on paper of sufficient weight to stand in the rack without bending or "wilting." Brochures shall be a standard size rack card. Business cards will not be accepted. Oversized brochures, magazines and tabloid-type publications can be approved, but may be subject to restrictions on display space. Brochures must be up-to-date with current information listing admission prices, dates and times open. Seasonal brochures should contain expiration dates. Display location is at the discretion of each visitor center according to space and availability.

The information must be generally beneficial and informative. No brochures containing offensive language or pictures that could be defined as being in bad taste or deemed inappropriate by the Vermont Information Center Division Director or his designee will be allowed. All determinations shall be deemed final.

Religious brochures or brochures containing political advertisements will not be accepted. The only exception is a directory of the locations of religious organizations. These directories should list only the locations and/or times of services.

Coupons or brochures that quote special rates must have a **PROFESSIONALLY PRINTED OR STAMPED EXPIRATION DATE** and a professionally printed or stamped rate. Coupons must state all restrictions that may apply, such as number of people per room, number of beds per room, etc. Exceptions, if any, must also be noted (i.e. 2-night stay required, special rates not available weekends, etc.).

Brochures will not be displayed if admission to the destination, attraction, event, activity or point of interest is based upon a membership fee or other means of exclusive admission, rather than general admission open to the public. Publications regarding properties that are not open to the general public, require purchases of land use, time or memberships to gain entrance (time shares, private special interest properties, country clubs, etc.) will not be accepted.

Registration Procedures

Application for printed material space at any of the 16 centers in the system is on a first-come, first-serve basis. The annual enrollment period is May 1 - April 30. Due to space limitations at some centers, not all requests for display space can be accommodated. A waiting list will be maintained and when space becomes available participants on the list will be notified.

One sample copy of all brochures or literature shall be submitted to the Vermont Information Center Division with the registration application in accordance with this policy. No material may be displayed at Vermont Welcome Centers without approval.

Once registered, approved and the fee paid per the instructions on the registration application, materials for distribution may be delivered or shipped at the registrant's expense to the State's warehouse and delivery contractor. The registration fee secures display space in the selected information centers. The fee is the same whether the registrant uses the state's contracted distribution service or requests permission to self-deliver or utilizes another private distribution service. However, should you register a piece and not provide the inventory of brochures to our centers, you are still responsible for the registration fee, as you have locked in the rack space making it unavailable to another business.

Businesses or organizations wanting to self-deliver brochures must specify this intent on the registration application form. If a distribution service is used, that company should be noted on the application form. If you choose to self-deliver, it is your responsibility to check with each center to be sure that they have ample inventory of your brochure. If you choose to self-deliver, and your registration has expired, you will have two weeks from end of registration to pick up your brochures at each center. Should they not be picked up in the two week period, your remaining brochures will be recycled.

Brochures must be packed in substantial cartons (or securely bundled) with the title, registration # and quantity indicated. The weight of individual cartons is not to exceed 25 lbs. This 25 lb. weight limitation will be strictly enforced and will be subject to non-distribution should the cases exceed this 25 lb. weight.

All standard brochures (9 X 4 inches) must be banded in three-inch stacks. If the printed material is not bundled, it will not be distributed until a bundling fee is agreed upon and paid to our warehouse.

The registrant will be responsible to pay the State for the recycling costs (\$.07 per lb.) of obsolete brochures in excess of 100 lbs., or pay the shipping cost of returning the brochures to the registrant.

In the event the number of brochures required during the term of registration puts the account in a higher quantity factor, the adjustment will be invoiced and must be paid before further distribution will be provided.

Distribution Guidelines

Registrants shipping quantities of material in excess of that needed for Information Center distribution to the State's contracted warehouse will be billed for storage based on the State's contracted monthly rate.

When a brochure supply is running low, the State's contracted distribution service will contact the registrant via email, but it is the registrant's responsibility to maintain the inventory. It is important to note that when you receive an email from our contracted warehouse indicating low inventory, it means that the warehouse is running low or is out, but our welcome/info centers are most probably well stocked. The email is simply a "heads up" that should our welcome/info centers need to order additional inventory from our warehouse, there is no inventory in the warehouse to distribute to them. You will be sent a total of two emails to advise you of low inventory and it will be your responsibility to follow through and provide the needed inventory.

Special Events

We strongly support the promotion of Special Events statewide. Any organizations that would like to promote their event one week prior to the event and up until the event is encouraged to drop their brochures off at selected centers or mail them to the centers. This does not entitle a business to warehouse distribution. There is no charge for a one week display of special event brochures. Any promotion where brochures are desired to be out longer than one week are required to go through the normal brochure registration process with the normal pricing attached. Posters for events are always welcome at no charge, but it is up to each center's discretion if they have available space to post them. Normally, this is not a problem.

VAA Rack Guidelines for VAA members only

Vermont has welcomed the addition of VAA (VT Attractions Association) brochure racks in the following centers: Guilford, Fair Haven, Williston North, Williston South, Sharon North, Waterford, White River Junction, and Montpelier. In order for a VAA member to have their brochures displayed in the VAA racks, they simply need to register for the centers that the racks are in. Not only will their brochure go out on the main floor of those centers, but also in the VAA racks which gives double exposure to those businesses taking advantage of this at no extra charge to them.

Please note that the 3" bundling guidelines will be strictly enforced for the 9 X 4 rack cards. If they arrive loose in boxes, this will delay your distribution until you have had the rack cards bundled.

Vermont Information Center Brochure Display Agreement

HOW DO YOU PLAN TO DELIVER YOUR BROCHURES? There is only one answer to this question, either A, B or C, and combinations of delivery services will not be accepted.

*A) I would like to have the warehouse deliver _____

*B) I will be distributing directly to the welcome/info centers through another company
_____ Who? _____

*C) I will be distributing my brochures myself, and I understand that I am responsible for checking with the centers and restocking when necessary _____

*This is a required field, and the registration process could be delayed for lack of information.

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The following section should be filled out only if you've chosen warehouse delivery for your delivery service.

At the end of the registration period, or when a stock of brochures becomes obsolete, I prefer that the remaining stock be: (check one)

_____ Retained at the warehouse for distribution in the next registration cycle.

_____ I will contact the warehouse myself and make arrangements to have them returned to me at my expense. (1-866-540-6335)

_____ Recycled @ \$.07 per lb. for any quantity above 100 lbs. in weight with the cost billed to me.

Previous Registration Number: _____ New Registration: ☐

Business/Organization Name: _____

Brochures remain the property of the registrant at all times. The State of Vermont, including VICD, shall not take title or be responsible for the brochures or the cost of producing them at any time. The State will not be liable if the brochures or other promotional materials are damaged or destroyed at information centers or the distribution center. You may wish to review your insurance policy to ensure adequate coverage. I have read the policies written above and agree to abide with the requirements of the program. One copy of the brochure is enclosed with this application.

Signature: _____ Date: _____

Please Note: Do *not* send your fee with the application form. Once the application has been reviewed and approved, you will be invoiced for the amount due. DON'T FORGET: BROCHURES CANNOT BE DISTRIBUTED UNTIL YOUR REGISTRATION FEE IS PAID IN FULL.

Check the left-hand box indicating what centers you want your brochures to be in.

<input type="checkbox"/>	+6.00	Capital Region Visitors Center 134 State Street, Montpelier
<input type="checkbox"/>	+6.00	Alburgh Welcome Center Route 2W, Alburgh
<input type="checkbox"/>	+6.00	Georgia Northbound Information Center I-89 North, Georgia
<input type="checkbox"/>	+6.00	Georgia Southbound Information Center I-89 South, Georgia
<input type="checkbox"/>	+6.00	Derby Information Center I-91 South, Derby Line
<input type="checkbox"/>	+6.00	Waterford Welcome Center I-93 North, Waterford
<input type="checkbox"/>	+6.00	Lyndonville Information Center I-91 South, Lyndonville
<input type="checkbox"/>	+6.00	Bradford Information Center I-91 North, Bradford
<input type="checkbox"/>	+6.00	Randolph Southbound Information Center I-89 South, Randolph
NO	NO	Hartford Southbound Information Center I-91 South, Hartford CLOSED FOR CONSTRUCTION
<input type="checkbox"/>	+6.00	White River Junction Welcome Center 102 Railroad Street, White River Jct.
<input type="checkbox"/>	+20.00	Sharon Northbound Information Center I-89 North, Sharon
<input type="checkbox"/>	+20.00	Williston Northbound Information Center I-89 North, Williston
<input type="checkbox"/>	+20.00	Williston Southbound Information Center I-89 South, Williston
<input type="checkbox"/>	+50.00	Guilford Welcome Center, (Southeastern VT) Interstate 91 North
<input type="checkbox"/>	+20.00	Fair Haven Welcome Center Rte 4A at NY Border
\$	Subtotal for Pricing Formula <i>Enter this amount on Line 1 of the following page.</i>	

DO NOT LET THIS PAGE INTIMIDATE YOU! FOLLOW CALCULATIONS THROUGH TO THE END AND YOU WILL WATCH YOUR COST REDUCE DOWN DRASTICALLY!

MAY 1, 2010– APRIL 30, 2011

1	Total cost for Centers selected for distribution (from previous page 7)	\$
2	Number of Months (1-12 months) Start Date: _____ End Date: _____ (Dates are within the timeframe 5/1/10-4/30/11)	X
3	Line 1 x Line 2	\$
4	Total Quantity Estimate: _____ (Enter factor from range below) Less than 5,000 = .7 5,001 – 10,000 = .8 10,001 – 30,000 = .9 More than 30,000 = 1.2	X
5	Line 3 x Line 4	\$
6	Size of publication Standard (4" X 9") = 1.0 Oversize (any width greater than standard) = 1.3	X
7	Line 5 x Line 6	\$
8	Unit weight of publication (Enter factor from range below) Less than 1 oz. = .3 1 oz. – 4 oz. = .5 4 oz. – 6 oz. = .7 over 6 oz. = 1.0	X
9	Line 7 x Line 8	\$
10	Now add on Administrative Fee per registration	+ \$40.00
11	Line 9 + Line 10 Your total registration fee	\$

****THERE IS A \$100.00 MINIMUM COST PER REGISTRATION**, i.e., if your registration cost is \$50.00 + Admin. Fee of \$40.00, the total would be \$90.00, but because of the minimum, your fee would be \$100.00.

Please do not send a check now. You will be invoiced when this application is reviewed and approved.

Brochure Title: _____ Previous Reg. # _____

Business Name: _____

Contact: _____

Street Address: _____

Mailing Address (if different): _____

City: _____ State: _____ Zip: _____

Business Tel.: _____ Fax: _____

E-mail: _____

Web Site: _____

Return completed and signed forms with one copy of your brochure to:

FAIR HAVEN WELCOME CENTER, PO BOX 186, FAIR HAVEN, VT 05743.

Note: We recommend making a copy for your records.

SHIPPING ADDRESS TO SEND BROCHURES/PUBLICATIONS TO THE WAREHOUSE:

**MAXHAM WAREHOUSING COMPANY, 51A MINISTER BROOK ROAD, WORCESTER, VT
05682**

Mon.-Fri., 7:30-3:30 – 1-866-540-6335

SPECIAL HIGHLIGHTS-THESE ARE YOUR RESPONSIBILITY

NO CASES OVER 25 LBS.

**3” BUNDLING GUIDELINES ARE CRITICAL AND WILL CAUSE
DELAYS AND EXTRA EXPENSE ON YOUR PART IF NOT
FOLLOWED.**

PAYMENT REQUIRED BEFORE DISTRIBUTION BEGINS

**WATCH FOR EMAILS FROM MAXHAM WAREHOUSING. THIS
IS YOUR NOTIFICATION OF LOW INVENTORY.**

WAREHOUSE SHIPPING ADDRESS:

**MAXHAM WAREHOUSING, 51A MINISTER BROOK ROAD,
WORCESTER, VT 05682. (866-540-6335)**